

Alibaba.com Assessed Supplier



Assessment Report

Presented to

Suzhou Display Master Exhibition Equipment Factory

苏州迪玛展览器材厂

Gold Supplier & Assessed Company Relationship:	<input checked="" type="checkbox"/> Self-owned <input type="checkbox"/> Wholly Owned <input type="checkbox"/> Shareholder/Partner <input type="checkbox"/> Kindred between Owners <input type="checkbox"/> Cooperation Partner
Company Address	No. 158, Liandong Road, Puzhuang Town, Wuzhong District, Suzhou City, Jiangsu Province, China
City / Country:	Suzhou / China
Consigner of Assessment:	Alibaba
Gold Supplier Member ID:	cndimadisplay
Gold Supplier Company Name:	Suzhou Display Master Exhibition Equipment Factory
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Service Provided by SGS
Report No.: 17730940_P+T





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Date of Assessment:	04/Jun./2018	Report Date:	04/Jun./2018
Assessor's Name:	Joe Zhou	Validity Period:	05/Jun./2018 -- 04/Jun./2019
Reviewed By:	Sam Wang	Online Verification:	www.sgs.com/ecv

Important Notes:

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Section 1: Company Overview

Company Overview			
1.1 Legal Validity			
Does the company have a valid business license?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Business License Number:	913205067651221657
Year Established:	16/Aug./2004	Validity Period:	16/Aug./2018 -- 31/Dec./2049
Export Experience:	13	Industry Experience:	13
Registered Address:	East of Puzhuang Road, Linhu Town, Wuzhong District, Suzhou City, Jiangsu Province, China		
Company Address:	No. 158, Liandong Road, Puzhuang Town, Wuzhong District, Suzhou City, Jiangsu Province, China		
Annual review conducted by the Industrial & Commercial Bureau?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Reviewed By:	Suzhou Wuzhong Market Supervision and Administration Bureau
Registered Capital:	N/A		
Corporate Representative:	Mr. Weikang Sun		
Industry:	Display Racks		
Type of Ownership:	<input checked="" type="checkbox"/> Private Owner <input type="checkbox"/> Public Company <input type="checkbox"/> Joint Venture <input type="checkbox"/> Stated Owned <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> Other		
Products /Service:	Display Equipment		
1.2 Company Building Information			
Certification Type: <input type="checkbox"/> Land Certification <input type="checkbox"/> Real Estate Certification <input checked="" type="checkbox"/> Lease Agreement <input type="checkbox"/> Factory Officer Claimed Total Building Size: <u>4,751.76 m²</u> Number of Building(s) : <u>2</u> Office Size: <u>500 m²</u>			



Section 2: Human Resources

Human Resources

2.1 Company Chart

```
graph TD; GM[GM] --- Admin[Admin. Dept.]; GM --- Financial[Financial Dept.]; GM --- Technical[Technical Dept.]; GM --- Sales[Sales Dept.]; GM --- Production[Production Dept.]; GM --- QC[QC Dept.];
```

2.2 Employee Headcount

Department Name	Full Time Employee(s)	Part-Time Employee(s)	Total
GM	1	0	1
Admin. Dept.	2	0	2
Financial Dept.	2	0	2
Technical Dept.	2	0	2
Sales Dept.	5	0	5
Production Dept.	26	0	26
QC Dept.	3	0	3
Total Number:	41	0	41

2.3 Management

Department	Name	Title	Education	Year(s) in Current Company
GM	Mr. Weikang Sun	GM	University graduate	13



Section 3: Current Export Situation

Current Export Situation

There is/are 5 foreign trading employee(s) in the company.

Working Experience	Headcount	Accepted Language	Listening & Speaking	Reading & Writing
Over 30 Years	0	English	Yes	Yes
21-30Years	0	N/A	N/A	N/A
11-20 Years	0	N/A	N/A	N/A
6-10 Years	3	N/A	N/A	N/A
2-5 Years	2	N/A	N/A	N/A
Less than 2 years	0	N/A	N/A	N/A

Does the company have a valid export license?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Export License Registration No.:	02254870
Total Revenue (Previous Year):	Confidential
Total Export Revenue (Previous Year):	Confidential
Estimated Export Revenue (Current Year):	Confidential
Trade Agents Employed Overseas:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Nearest Port:	Shanghai Port
Accepted Payment Terms	<input checked="" type="checkbox"/> FOB <input checked="" type="checkbox"/> CIF <input checked="" type="checkbox"/> EXW <input checked="" type="checkbox"/> CFR
Accepted Payment Type:	<input checked="" type="checkbox"/> L/C <input checked="" type="checkbox"/> T/T <input type="checkbox"/> Credit Card <input type="checkbox"/> Cash <input checked="" type="checkbox"/> West Union <input type="checkbox"/> Money Gram <input checked="" type="checkbox"/> Paypal <input type="checkbox"/> Moneybooker
Average lead time from product order confirmation to production delivery (products exiting the factory):	
Product Category	Num Unit
Display Equipment	15 Days
Average Sampling Time	
Product Category	Lead Time
Display Equipment	3 Days
The Shortest Sampling Time	
Product Category	Shortest Lead Time
Display Equipment	3 Days



Section 4: Export Business Capacity

Export Business Capacity			
4.1 Market Distribution (Previous 12 Months)			
Market	Main Product(s)	Revenue (USD)	Total Revenue (%)
North America	Display Equipment	Confidential	30.00
South America	Display Equipment	Confidential	5.00
Eastern Europe	Display Equipment	Confidential	5.00
Southeast Asia	Display Equipment	Confidential	4.00
Africa	Display Equipment	Confidential	3.00
Oceania	N/A	0	0
Mid East	Display Equipment	Confidential	5.00
Eastern Asia	Display Equipment	Confidential	5.00
Western Europe	Display Equipment	Confidential	12.00
Central America	Display Equipment	Confidential	1.00
Northern Europe	Display Equipment	Confidential	5.00
Southern Europe	Display Equipment	Confidential	5.00
South Asia	N/A	0	0
Domestic Market	Display Equipment	Confidential	20.00
4.2 Main Clients			
Client Name	Main Product(s)	Total Revenue (%)	
Confidential	Confidential	Confidential	



Section 5: Production Capacity

Production Capacity				
5.1 Annual Production Capacity (Previous Year)				
Confidential				
5.2 Production Capacity				
Product Name		Production Line Capacity		Actual Units Produced (Previous Year)
Display Equipment		50,000 Sets / Month		Confidential
5.3 Production Machinery				
Machine Name	Brand & Model No.	Quantity	Number of Year(s) Used	Condition
Shearing Machine	ZHONGYA	1	9	Acceptable
Cutting Machine	JIANHONG	1	5	Acceptable
Drilling Machine	HZJF	8	9	Acceptable
Punching Machine	YANGLI	4	8	Acceptable
5.4 Testing Machinery (N/A)				
Machine Name	Brand & Model No.	Quantity	Number of Year(s) Used	Condition
N/A	N/A	N/A	N/A	N/A
5.5 Subcontractors (N/A)				
Subcontractor Name	Product Subcontracted	Volume Supplied	Cooperation Period (Years)	
N/A	N/A	N/A	N/A	



Section 6: Quality Assurance

Quality Assurance				
6.1.1 Quality Management System Certification (N/A)				
Certification	Certified By	Certificate No.	Business Scope	Validity Date
N/A	N/A	N/A	N/A	N/A
6.1.2 Product Certification (N/A)				
Certification	Certified By	Certificate No.	Product Name & Model No.	Validity Date
N/A	N/A	N/A	N/A	N/A
6.2 Testing Report (N/A)				
Certification	Certified By	Certificate No.	Product Name & Model No.	Validity Date
N/A	N/A	N/A	N/A	N/A
6.3 Quality Control Management				
Item	Content	Observations /Comments		
6.3.1	Is there quality control on all production lines?	<input checked="" type="checkbox"/> Yes, all production lines have adequate quality control <input type="checkbox"/> Yes, some production lines have adequate quality control <input type="checkbox"/> No		
6.3.2	Do the QA/QC inspectors work independently from the production line?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
6.3.3	Who does the QC/QA Manager /Supervisor report to?	GM -- Mr. Weikang Sun		
6.3.4	How many QA/QC inspectors in total?	3		
No. of Employees in Each Production Line:				
Production Line	Supervisor	No. of Operators	No. of In-line QC/QA	
Workshop	1	25	3	
6.3.5 Average Guarantee Time				
Product Category	Guarantee Time			
Display Equipment	1 Year			
6.3.6 The Longest Guarantee Time				
Product Category	Guarantee Time			
Display Equipment	1 Year			



6.4 Supplier Management		
Item	Content	Observations /Comments
6.4.1	Does the company have a supplier assessment procedure?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
6.4.2	Does the company have an updated list of approved suppliers?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
6.4.3	Has the company established and implemented a standard procedure for purchasing contract review and approval?	<input type="checkbox"/> Yes, with written standard procedures <input type="checkbox"/> Yes, with written procedure but lack of consistent standard <input checked="" type="checkbox"/> No
6.4.4	Does the company keep its supplier assessment reports?	<input type="checkbox"/> Yes, assessment reports are available for more than 3 years <input type="checkbox"/> Yes, assessment reports are available for the last 1-3 years <input type="checkbox"/> Yes, assessment reports are available for the previous 12 months <input checked="" type="checkbox"/> No
6.4.5	Are the company's purchasing documents sufficient to ensure product safety control and their customers' requirements?	<input type="checkbox"/> Yes, the purchasing document includes all the information required <input checked="" type="checkbox"/> Yes, however the purchasing document includes incomplete information <input type="checkbox"/> No
6.4.6	Is there a procedure to conduct random product inspections after final packaging?	<input type="checkbox"/> Yes, with clear standard and written inspection records <input checked="" type="checkbox"/> Yes, with inspection records but no procedures <input type="checkbox"/> Yes, with procedures but no inspection records <input type="checkbox"/> No, inspections are not necessary



6.5 After Sales Service		
Item	Content	Observations /Comments
6.5.1	Is customer feedback, including complaints, clearly recorded and maintained?	<input type="checkbox"/> Yes, with a standard feedback form and records <input type="checkbox"/> Yes, with a standard feedback form but no records <input checked="" type="checkbox"/> Yes, with records but no standard feedback form <input type="checkbox"/> No
6.5.2	Are there any clear procedures for handling customer complaints?	<input type="checkbox"/> Yes, with clear procedures and written records <input type="checkbox"/> Yes, with clear procedures but no written records <input checked="" type="checkbox"/> Yes, with written records but no clear procedures <input type="checkbox"/> No
6.5.3	Is there a closed-loop corrective action system in place?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
6.5.4	Can finished/package products be traced by lot identification to the appropriate raw material test reports?	<input type="checkbox"/> Yes, with procedures to trace raw materials <input checked="" type="checkbox"/> Yes, main raw material can be traced <input type="checkbox"/> No, only the production date can be traced <input type="checkbox"/> No
6.5.5	Is there a product alert and recall procedure?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No



Section 7: Production Process Management

Quality Control Management		
Item	Content	Observations /Comments
7.1	Is the factory tidy and clean enough for production?	<input type="checkbox"/> Yes, very good <input checked="" type="checkbox"/> Yes, acceptable <input type="checkbox"/> No, needs improvement <input type="checkbox"/> No, very poor
7.2	Are the following items /documents provided at the appropriate location?	<input type="checkbox"/> Work instructions <input type="checkbox"/> Approved sample <input checked="" type="checkbox"/> Product picture <input type="checkbox"/> No the above-mentioned was not available.
7.3	Are written instructions available for onsite material inspection/testing? Are the relevant records maintained?	<input type="checkbox"/> Yes, with clear written instructions and records <input type="checkbox"/> Yes, with written instructions but no records <input checked="" type="checkbox"/> Yes, with records but no written instructions <input type="checkbox"/> No
7.4	Are written inspection/testing instructions available for finished products? Are the relevant records maintained?	<input type="checkbox"/> Yes, with clear written instructions and records <input type="checkbox"/> Yes, with written instructions but no records <input checked="" type="checkbox"/> Yes, with records but no written instructions <input type="checkbox"/> No
7.5	How are finished products inspected?	<input checked="" type="checkbox"/> 100% of products with detailed inspection <input checked="" type="checkbox"/> Random inspection <input type="checkbox"/> No inspection <input type="checkbox"/> No inspection necessary
7.6	Are units that failed inspection clearly marked and separated to prevent accidental dispatch?	<input type="checkbox"/> Yes, the units are separated and marked clearly <input checked="" type="checkbox"/> Yes, the units are separated but not marked clearly <input type="checkbox"/> No
7.7	How are finished products that failed inspection handled?	<input checked="" type="checkbox"/> Repaired and re-inspected <input checked="" type="checkbox"/> Thrown away <input type="checkbox"/> No inspection necessary



Section 8: R & D Capacity

R&D Capacity				
8.1 Current Situation				
There is/are _____ 3 _____ R&D engineer(s) in the company.				
Education Level	Headcount		Work Experience	Headcount
Doctorate	0		Over 30 Years	0
Post-Graduate	0		21-30 Years	0
Graduate	2		11-20 Years	1
Junior College	1		6-10 Years	2
Technical School	0		2-5 Years	0
High School	0		Less than 2 years	0
Patent Situation				
Patent No.	The Name of the Patent	The Patent Type	Available Date	
N/A	N/A	N/A	N/A	
Brand Situation				
Registration/ application No.	Brand Name	For Approval to Use Goods	Validity Date	Ref.
N/A	N/A	N/A	N/A	N/A
The Average Time For New Products Launched				
Product Category		Lead Time		
Display Equipment		6 Months		
The Shortest Time For A New Item Launched				
Product Category		Shortest Lead Time		
Display Equipment		6 Months		
Does the company provide ODM service for others?		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		
Are there relevant design input/output, review, and verification documents available for the assessment company?		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
Based on inspection, are R & D employees equipped with adequate specialized equipment?		<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		
If yes, please list all key equipment used:		N/A		



Do R&D employees use any specific software for designing new products?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If yes, please list the main software used:	N/A
Please list all certifications and/or qualifications of the R & D department:	N/A
Has the company established standard design procedures for new products?	<input type="checkbox"/> Yes, with clear written instructions <input type="checkbox"/> Yes, without written instructions <input checked="" type="checkbox"/> No
Have the designed products been internal verified or validated?	<input type="checkbox"/> Yes, with clear written records <input type="checkbox"/> Yes, only part written records <input checked="" type="checkbox"/> Yes, without written records <input type="checkbox"/> No
Have the designed products been tested by a third-party inspection body?	<input type="checkbox"/> Yes, all designed products have been tested <input type="checkbox"/> Yes, only part of designed products have been tested <input checked="" type="checkbox"/> No
Are the designed products confirmed by the customers?	<input type="checkbox"/> Yes, all designed products have been confirmed <input checked="" type="checkbox"/> Yes, part of designed products have been confirmed according to client's requirements <input type="checkbox"/> No
Does the company has qualification requirements for designers?	<input type="checkbox"/> Yes, with written job description <input checked="" type="checkbox"/> Yes, without written job description <input type="checkbox"/> No, but at least two years design experience is needed <input type="checkbox"/> No
Are the designers' qualifications recognized by the company?	<input type="checkbox"/> Yes, with written records <input checked="" type="checkbox"/> Yes, without written records <input type="checkbox"/> No

8.2 R&D Real Case Description

Customer's Name	Confidential
Customer's Location	Confidential
Customer's Industry:	Confidential
Order's Requirement Description:	Confidential

8.3 Design Process

Process 1	Process 2	Process 3
Confidential	Confidential	Confidential
Description: Confidential	Description: Confidential	Description: Confidential

8.4 Design Devices (N/A)

Device 1	Device 2	Device 3
N/A	N/A	N/A



Section 9: Company Development / Expansion Plans

Company Development / Expansion Plans		
Item	Company Development Action	Timeframe
1	The organization is going to join overseas exhibition	2018

Section 10: Production Flow

Production Flow					
No	Production Process	No	Production Process	No	Production Process
1		2		3	
	Raw Materials		Cutting		Punching
4		5		6	
	Assembly		Inspection & Packing		Finished Products



Section 11: Certification & Photos

Certification & Photos	
Certification & Photos -- Business License (Original)	Certification & Photos -- Business License (Duplicate) with Certificate / Records of Annual Inspection
	
Certification & Photos -- Permit for Opening Bank Account	Certification & Photos -- Import and Export Enterprise Registration
	



Section 12: Company and Product Samples

Company and Product Samples

Company Gate



Office



Showroom



Workshop



Warehouse

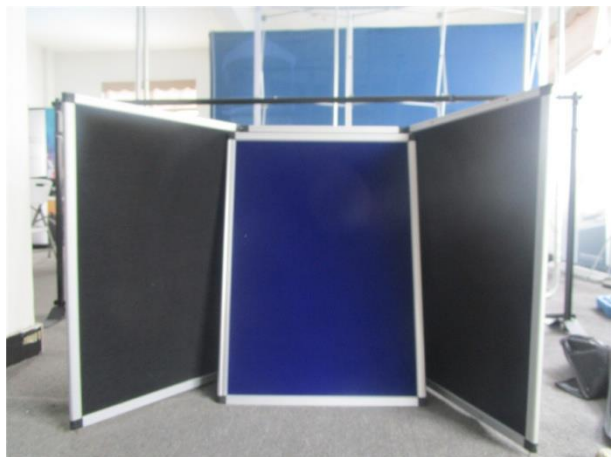


Product Samples





Product Samples



Product Samples





Section 13: Competitive Advantages

13.1 Product Group Capacity				
13.1.1 Products Sold (Within 12 Months)				
Products Name	Quantity		Revenue (USD)	
Display Equipment	Confidential		Confidential	
13.1.2 Suppliers Cooperated With (Within 12 Months)				
No. of cooperation suppliers (total)	12			
No. of suppliers (which cooperated over 2 times)	12			
No. of provinces which cooperation suppliers belong to	1 (Jiangsu)			
Would the company like to provide design solution service for integration project?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			
If yes, these projects include	Display Equipment			
Would the company like to provide a total solution for purchasing?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> Part, _____ <input type="checkbox"/> No			
If yes, please describe it	Display Equipment			
13.1.3 Real Case Description:				
Customer Name	Confidential			
Customer Country	Confidential			
Customer Region	Confidential			
Products Category	Confidential			
Order Value (USD)	Confidential			
Order Processing Process	Confidential			
Customer's Feedback	Confidential			
13.2 Real Case for Lower MOQ & Lead Time				
Products Name	MOQ (Within 12 Months)		Lead Time	
Display Equipment	1 Set		3 Days	
13.3 Real Case for Large Contract & Lead Time				
Products Name	Order (Within 12 Months)		Lead Time	
Display Equipment	18,500 Sets		25 Days	
13.4 Overseas After Sales Service Capacity				
13.4.1 Do you have an overseas onsite service center?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
13.4.2 If yes, what onsite after-sales services are included		Location	Evidence- provided	Self-description
Equipment -installation, maintenance and other services	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	N/A	N/A	N/A



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Technical advice	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	N/A	N/A	N/A
Personnel training	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	N/A	N/A	N/A
Other		N/A	N/A	N/A
13.4.3 Average response time	8 Hours			
13.5 After-sales service capacity				
Does the company accept small order?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No			

-- End of Report --